

Social Media Planning

Activity 3 - Creating a Keyword Strategy

Making sure people can find your business when using search engines such as Google, is a complex subject known as SEO (Search Engine Optimisation). There is a large amount of information about SEO available online.

Product or service E.g. Shop that builds and sells racing cycles	Search phrases likely to be used to find this type of business	Search phrases that are most popular as shown by the Google Keyword Planner